

AMENDMENTS TO THE CLAIMS

Please replace the pending claims with the following claim listing:

1-7. **(Canceled)**

8. **(Currently Amended)** A system for broadcasting advertisements to an audience which comprises:

a profile gatherer that ~~obtains~~ creates programme-receiving audience profiles, the profile gatherer operating with an interrogator that interrogates set top boxes with individual IP and/or MAC addresses to determine the nature of programs viewed by the programme receiving audience for each IP and/or MAC address;

a profile matcher that matches a given advertisement's target audience profile to a ~~given programme-receiving audience profile~~ one or more target audience profiles for each of a plurality of advertisements;

a broadcaster that broadcasts the advertisements ~~dependent upon in an IP network environment using the~~ target audience profiles and the programme-receiving audience profiles; and

a dictator that dictates that the broadcast of certain identical multiple advertisements shall be initiated to ~~at least two of the~~ different IP addresses within the programme-receiving audience in ~~at least one of the~~ a same respective advertisement ~~slots, slot~~ during the same broadcast;

wherein:

~~said profile gatherer operates with an interrogator that interrogates set top boxes with individual IP addresses in order to determine the nature of the programs viewed by the programme receiving audience per at least one IP address;~~

said ~~broadcaster~~ profile matcher operates with an analyzer that analyzes viewer habits for particular IP addresses in order to generate ~~[[a]]~~ different programme-receiving audience ~~profile for at least one IP address~~ profiles for first and second target IP addresses; and

said broadcaster ~~initiates transmission of~~ transmits identical multiple advertisements to ~~at least two~~ the first and second target IP address addresses for the same advertisement slot, with each advertisement to each target IP address having a Time to Live (TTL) inbuilt expiry mechanism conforming to IP Network TTL protocol, the TTL being utilized to achieve selective play-out of the advertisements in the IP network environment, the selective play-out being achieved by setting the initial TTL values of some of the multiple advertisements ~~[[at]]~~ to a value at or approaching zero so that those advertisements will expire before they can be played out at the target destination according to IP Network TTL protocol, and setting the TTL of other advertisements ~~with~~ to higher initial values so that the other advertisements are successfully played out at the target destination~~[[,]]~~ using IP Network TTL protocol, the multiple advertisements including first and second subsets of advertisements respectively associated with the programme-receiving audience profiles of the first and second target IP addresses, the TTL ~~values~~ value of at least one of the advertisements associated with the first subset being set differently for different target destinations than the TTL value of at least one of the advertisements associated with the second subset such that the subset of advertisements played out at ~~one of~~ the first target IP addresses address is different than the subset of advertisements played out at ~~the other of~~ the second target IP addresses address for the same advertisement slot, thereby spoofing the IP network so that it appears to the IP network that all of the advertisements are being played out at both of the first and second target IP addresses even though only separate subsets of the advertisements respectively reach the first and second target IP addresses based on the initial TTL values of the advertisements.

9. **(Currently Amended)** A system according to claim 8, wherein the system collects data by ~~using polling pulses and~~ or interrogating network/consumer interface devices in the IP network environment and then stores the data for analysis in a data collector located remotely from the set top boxes.

10. **(Currently Amended)** A system according to claim 8, wherein the system uses a ~~bank of advertising campaigns where advertising campaigns are classified by integrating numerically tagged segment codes~~ to target specific advertisements to specific viewers in the IP network environment.

11. **(Currently Amended)** A system according to claim 8, comprising a first server and/or database for obtaining programme-receiving profiles and at least a second server containing tagged advertisements which either are or can be classified in such a way as to make them targetable in the IP network environment.

12. **(Currently Amended)** A system according to claim 8, further comprising:
a receiver that receives the multiple advertisements from the broadcaster; and
a mechanism for controlling advertisements by allowing the play-out of only a portion of the multiple advertisements whilst the remaining portion of the multiple advertisements expires, based on the TTL values of each of the advertisements, the system thereby creating a targeting capability for delivery of personalized content and advertising material in the IP network environment.

13. **(Currently Amended)** A system according to claim 8, wherein the system stores further information such as the program buyer profile, time of broadcast and nature of broadcast and utilises an interface between the audience profiles data stored and said further information to select appropriate advertisements to play out to a selected audience in the IP network environment by setting the initial TTL values of the advertisements corresponding to each IP or MAC address accordingly.

14. **(Currently Amended)** A system according to claim 8, wherein the system ~~allows the~~ monitors audience ~~to interact~~ interaction during an advertisement, stores data from the audience interaction as part of the audience profile ~~to record any such interaction~~ and triggers the release of further similarly classified advertisements to the audience using the information gained from the interactions, wherein the audience interaction monitoring, data storage, and triggering all occur in the IP network environment.

15. **(Previously Presented)** A system according to claim 8, wherein during a given broadcast with a plurality of advertisement breaks, the system is adapted to record for an individual audience the series of advertisements delivered during an initial break and then adjust the content of the following series of advertisements delivered during a subsequent break.

16. **(Previously Presented)** A system according to claim 8, wherein during a given broadcast on a given channel with a plurality of advertisement breaks, the system is adapted to record for an individual audience whether the viewer switches to another channel during the break and the system calculates which channel the viewer is likely to switch to and tailor the advertisement delivered to said most probable channel to correspond to the audience in question.

17. **(Currently Amended)** A system according to claim 8, wherein the ~~information identified such as the~~ audience profiles ~~[[is]]~~ are stored remotely from ~~[[the]]~~ viewer/listener receiver units.

18. **(Currently Amended)** A system according to claim 8, wherein the programme-receiving audience profiles are based on an analysis of individual audience member's viewing and/or listening habits over a period of time and the subsequent build up of these profiles into clusters of interest groups for content and advertisement targeting purposes so that selective advertisements can be played out to a selected audience by setting the initial TTL values of the individual IP addresses of each advertisement accordingly.

19. **(Currently Amended)** A system according to claim ~~[[8]]~~ 10, wherein ~~the system uses a bank of advertising campaigns, the system being configured such that~~ advertising campaign material and/or mainstream broadcast content ~~can be~~ is collated, grouped, managed, and coordinated for the purpose of linking the profile groupings to relevant content in order to achieve both targeting and personalized delivery of content in the IP network environment.

20. **(Currently Amended)** A system for broadcasting advertisements to an audience which comprises:

a profile gatherer that ~~obtains~~ creates program-receiving audience profiles for a program-receiving audience;

an interrogator that interrogates set top boxes with individual IP addresses, the profile gatherer operating with the interrogator to determine the nature of programs viewed by the program receiving audience for ~~at least one~~ each IP address;

a profile matcher that matches ~~a given advertisement's~~ a desired profile of a target audience profile for each of a plurality of advertisements to a given at least one program-receiving audience profile;

a broadcaster that broadcasts the advertisements dependent upon in advertisement slots in an IP network environment using the target audience profiles and the program-receiving audience profiles;

a dictator that dictates that the broadcast of certain identical multiple advertisements shall be initiated to different IP addresses within the program-receiving audience in the same respective advertisement slot during the same broadcast;

an analyzer that analyzes viewer habits for particular IP addresses, the ~~broadcaster~~ profile matcher operating with the analyzer to generate [[a]] different program-receiving audience ~~profile for at least one IP address; and~~ profiles for first and second IP addresses;

~~a dictator that dictates that the broadcast of certain identical multiple advertisements shall be initiated to at least two of the IP addresses within the program-receiving audience in at least one of the same respective advertisement slots, during the same broadcast;~~

wherein the broadcaster ~~initiates transmission of~~ transmits identical multiple advertisements to ~~at least two~~ the first and second target IP addresses for the same advertisement slot, each advertisement to each target IP address having a Time to Live (TTL) inbuilt expiry mechanism conforming to IP Network TTL protocol, the TTL being utilized to achieve selective play-out of the advertisements, the selective play-out being achieved by setting the initial TTL values of some of the multiple advertisements [[at]] to a value at or approaching zero so that the corresponding advertisements will expire before the advertisements can be played out at the target destination according to IP Network TTL protocol, and setting the TTL of other advertisements ~~with~~ to higher initial

values so that the other advertisements are successfully played out at the target destination[[],] according to IP Network TTL protocol, the multiple advertisements including first and second subsets of advertisements respectively associated with the programme-receiving audience profiles of the first and second target IP addresses, the TTL values value of at least one of the advertisements associated with the first subset being set differently for different target destinations than the TTL value of at least one of the advertisements associated with the second subset such that the subset of advertisements played out at one of the first target IP addresses address is different than the subset of advertisements played out at the other of the second target IP addresses address for the same advertisement slot, thereby spoofing the IP network so that it appears to the IP network that all of the advertisements are being played out at both of the first and second target IP addresses even though only separate subsets of the advertisements respectively reach the first and second target IP addresses based on the initial TTL values of the advertisements.

21. **(Currently Amended)** A system according to claim 20, further comprising:
- a receiver that receives the multiple advertisements from the broadcaster; and
 - a mechanism for allowing the play-out of only a portion of the multiple advertisements in the IP network environment while the remaining portion of the multiple advertisements expires, based on the TTL values of each of the advertisements.

22. **(Currently Amended)** A system for broadcasting advertisements to an audience which comprises:

a profile gatherer that ~~obtains~~ creates programme-receiving audience profiles, ~~the profile gatherer operating with an interrogator that interrogates set top boxes with individual IP and/or MAC addresses to determine the nature of programs viewed by the programme receiving audience for each IP and/or MAC address;~~

a profile matcher that matches ~~a given advertisement's~~ a desired profile of a target audience profile for each of a plurality of advertisements to a given at least one programme-receiving audience profile;

a broadcaster that broadcasts the advertisements ~~dependent upon~~ in advertisement slots in an IP network environment using the target audience profiles and the programme-receiving audience profiles, the programme-receiving audience profiles being based solely on an analysis of individual audience member's viewing and/or listening habits over a period of time and the subsequent build up of these profiles into clusters of interest groups for content and advertisement targeting purposes; and

a dictator that dictates that the broadcast of certain identical multiple advertisements shall be initiated to ~~at least two of the~~ different IP addresses within the programme-receiving audience in ~~at least one of~~ the same respective advertisement ~~slots,~~ slot during the same broadcast;

wherein:

~~said profile gatherer operates with an interrogator that interrogates set top boxes with individual IP addresses in order to determine the nature of the programs viewed by the programme receiving audience per at least one IP address;~~

~~said broadcaster operates with~~ profile matcher uses viewer habits for particular IP and/or MAC addresses in order to generate ~~[[a]] programme-receiving audience profile for at least one IP address~~ profiles for first and second target IP addresses; and

~~said broadcaster initiates transmission of~~ transmits identical multiple advertisements to ~~at least two~~ the first and second target IP addresses for the same advertisement slot, with each advertisement to each target IP address having a Time to Live (TTL) inbuilt expiry mechanism conforming to IP Network TTL

protocol, the TTL being utilized to achieve selective play-out of the advertisements, the selective play-out being achieved by setting the initial TTL values of some of the multiple advertisements ~~[[at]]~~ to a value approaching zero so that those advertisements will expire before they can be played out at the target destination according to IP Network TTL protocol, and setting the TTL of other advertisements ~~with~~ to higher initial values so that the other advertisements are successfully played out at the target destination~~[[,]]~~ according to IP Network TTL protocol, the multiple advertisements including first and second subsets of advertisements respectively associated with the programme-receiving audience profiles of the first and second target IP addresses, the TTL ~~values~~ value of at least one of the advertisements associated with the first subset being set differently ~~for different target destinations~~ than the TTL value of at least one of the advertisements associated with the second subset such that the subset of advertisements played out at ~~one of the first target IP addresses~~ address is different than the subset of advertisements played out at ~~the other of the second target IP addresses~~ address for the same advertisement slot, thereby spoofing the IP network so that it appears to the IP network that all of the advertisements are being played out at both of the first and second target IP addresses even though only separate subsets of the advertisements respectively reach the first and second target IP addresses based on the initial TTL values set for individual advertisements.

23. **(Currently Amended)** A system according to claim 22, wherein the system uses ~~a bank of~~ advertising campaigns to target specific advertisements to specific viewers, ~~the system being configured~~ such that advertising campaign material and/or mainstream broadcast content can be collated, grouped, managed, and coordinated for the purpose of linking the profile groupings to relevant content in order to achieve both targeting and personalized delivery of content in the IP network environment.

24. **(Currently Amended)** A method for broadcasting advertisements to an audience, comprising:

~~obtaining program-receiving audience profiles for a program-receiving audience;~~
interrogating set top boxes with individual IP and/or MAC addresses to determine the nature of programs viewed by ~~[[the]]~~ a program-receiving audience for ~~at least one~~ each IP address;

~~creating program-receiving audience profiles for the program-receiving audience;~~
matching a ~~given advertisement's~~ a desired profile of a target audience profile to a ~~given~~ at least one program-receiving audience profile;

generating ~~[[a]]~~ program-receiving audience ~~profile for at least one IP address~~ profiles for first and second target IP addresses by analyzing viewer habits for the ~~at least one IP address~~ first and second target IP addresses;

dictating that the broadcast of ~~certain~~ identical multiple advertisements shall be initiated to ~~at least two of the~~ first and second IP addresses ~~within the program-receiving audience in at least one of the same respective advertisement slots, during the~~ in a same advertisement slot during a same broadcast; and

broadcasting the identical multiple advertisements ~~dependent upon target audience profiles and program-receiving audience profiles by initiating transmission of in~~ an IP network environment by transmitting the identical multiple advertisements to at least two the first and second target IP addresses for the same advertisement slot, each advertisement to each target IP address having a Time to Live (TTL) inbuilt expiry mechanism conforming to IP Network TTL protocol, the TTL being utilized to achieve selective play-out of the advertisements, the selective play-out being achieved by setting the initial TTL values of some of the multiple advertisements [[at]] to a value approaching zero so that the corresponding advertisements will expire before the advertisements can be played out at the target destination according to IP Network TTL protocol, and setting the TTL of other advertisements with to higher initial values so that the other advertisements are successfully played out at the target destination[[,]]according to IP Network TTL protocol, the multiple advertisements including first and second subsets of advertisements respectively associated with the programme-receiving audience profiles of the first and second target IP addresses, the TTL values value of at least one of the advertisements associated with the first subset being set differently for different target

destinations than the TTL value of at least one of the advertisements associated with the second subset such that the subset of advertisements played out at one of the first target IP addresses is different than the subset of advertisements played out at the other of the second target IP addresses address for the same advertisement slot, thereby spoofing the IP network so that it appears to the IP network that all of the advertisements are being played out at both of the first and second target IP addresses even though only separate subsets of the advertisements respectively reach the first and second target IP addresses based on the initial TTL values of the advertisements determined by the profiles.

25. **(Previously Presented)** The method recited in claim 24, further comprising:
 receiving one of the identical multiple advertisements; and
 playing-out a portion of the received multiple advertisements while the remaining portion of the received multiple advertisements expires, based on the TTL values of each of the advertisements.
26. **(New)** The system recited in claim 9, wherein the network/consumer interface devices comprise set top boxes.
27. **(New)** The system recited in claim 17, wherein the audience profiles are network or carrier hosted for subsequent deployment in playing out advertisements or personalized content on a selective basis in the IP network environment.
28. **(New)** The system recited in claim 8, wherein the programme-receiving audience profiles are based solely on audience viewing and/or listening data accumulated by the interrogator.
29. **(New)** The system recited in claim 20, wherein the programme-receiving audience profiles are based solely on audience viewing and/or listening data accumulated by the interrogator.

30. **(New)** The system recited in claim 22, wherein the programme-receiving audience profiles are based solely on audience viewing and/or listening data accumulated by the interrogator.

31. **(New)** The method recited in claim 24, wherein creating program-receiving audience profiles comprises creating program-receiving audience profiles based solely on audience viewing and/or listening data received by the interrogation of the set top boxes.